

# Governor's Housing Conference 2006

## SAVE MONEY

Register by September 29  
for the best rate








The Key to Community

Starts at Home

## Norfolk Marriot Waterside Norfolk, Virginia

November 29 - December 1, 2006

-  Conference Sessions
-  Networking Receptions
-  Conference Schedules
-  Exhibit Hall
-  Registration Form



Register online at [www.dhcd.virginia.gov](http://www.dhcd.virginia.gov)



Governor's Housing Conference '06

# ★ THE KEY TO COMMUNITY STARTS AT HOME

The Governor's Housing Conference provides stimulating and thought-provoking informational and educational sessions led by experts in housing, finance, and development.

## Honorary Conference Chairman

**The Honorable Patrick O. Gottschalk, Virginia Secretary of Commerce and Trade**

## Keynote Speaker

**Juan Williams  
National Community Reinvestment Coalition**

Juan Williams is one of America's most influential journalists. He is a senior correspondent for National Public Radio (NPR), a political analyst for FOX Television, and a regular panelist for FOX News Sunday. In addition to prize-winning columns and editorial writing for The Washington Post, he has also authored six books.

He brings insight and depth to a wide spectrum of issues and ideas. His diverse background, which includes growing up in public housing, provides him a unique perspective on social and political matters. Williams is at the cutting edge of America's culture and politics. He is in constant contact with American political leaders from the President to members of Congress and the Supreme Court. His understanding of American history and his inside access to Washington politics gives him a unique and informed voice as an analyst of current events. In 2000, NPR selected Williams to host their afternoon talk show, "Talk of The Nation," and in two years he brought the show's ratings to record heights. His daring perspectives on American politics, race, and culture are based on his historical understanding, political expertise, and knowledge of diversity.

Because of Williams' expertise, the President's commission chose him as the keynote speaker at the start of the Smithsonian Museum's celebration of the 50th anniversary of the Brown Decision. Williams was also selected as the first speaker in 2003 for C-SPAN's nationally televised series, (*Students and Leaders*). Williams is renowned as an expert moderator. He has an evenhanded view of American politics, diversity in the workplace, and changing American demographics.

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A graduate of Haverford College, Williams received a Bachelor of Arts in philosophy in 1976. Currently, he sits on a number of boards, including the Haverford College Board of Trustees, the Aspen Institute of Communications and Society Program, Washington Journalism Center, and the New York Civil Rights Coalition. Williams continues to appear on numerous television programs, including Nightline, Washington Week in Review, Oprah, and Capitol Gang Sunday.

## Conference Schedule

### Tuesday, November 28

7:00 p.m. – 9:00 p.m.

Early Bird Networking Social

### Wednesday, November 29

10:00 a.m. – 12:00 p.m.

Housing Affiliate Meetings

12:00 p.m. – 1:00 p.m.

Pre-Conference Workshop Registration

1:30 p.m. – 5:00 p.m.

Pre-Conference Workshops

3:00 p.m. – 6:00 p.m.

Conference Registration

6:00 p.m. – 8:00 p.m.

Opening Reception

### Thursday, November 30

7:30 a.m. – 6:00 p.m.

Conference Registration

7:30 a.m. – 8:30 a.m.

Continental Breakfast

8:30 a.m. – 10:00 a.m.

Opening Plenary

10:30 a.m. – 12:00 p.m.

Concurrent Sessions

12:30 p.m. – 2:00 p.m.

Virginia Housing Awards Luncheon

2:30 p.m. – 4:00 p.m.

Concurrent Sessions

6:00 p.m. – 8:00 p.m.

Evening Reception

### Friday, December 1

7:30 a.m. – 8:30 a.m.

Continental Breakfast and Regional Roundtables

8:30 a.m. – 10:00 a.m.

Concurrent Sessions

10:30 a.m. – 12:00 p.m.

Virginia Housing Policy Leaders Panel Discussion

12:00 p.m.

Conference Adjourns

## Networking Receptions

One of the Conference's most valued features is the opportunity to network with other housing professionals and advocates. This year's Conference includes two receptions which will give participants a chance to review conference events, share ideas and enjoy a relaxed and festive atmosphere. Guest tickets for the receptions will be available.

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## Concurrent Sessions

The Governor's Housing Conference features high-quality, educational sessions led by housing, finance, and development experts. Seasoned housing professionals or newcomers to the housing field will find these sessions to be fulfilling and educational. These concurrent sessions are the backbone of the Conference's professional development experience. This year's Conference breakout sessions will focus on important and current themes and topics including:

- Deconcentration of Poverty
- Safer by Design – Building Safer and Sustainable Housing and Communities
- Anatomy of Creative Finance
- Facing Growth in the Rural Fringe
- Olmstead: The Impact on Housing
- Removing Barriers to Affordable Home Ownership Through Energy Efficient Design and Construction
- Mixed-Income – Mixed-Use Development
- The New Face of Public Housing
- Insights and Strategies to Reach Emerging Markets

# NEW THIS YEAR

## Companion Package

In response to your suggestions, this year we are offering a Companion Package for those who bring a companion to the conference. The Companion Package costs \$95.00 and includes admission to the Wednesday night reception, the Virginia Housing Awards Luncheon, Thursday night reception and shuttle service to the MacArthur Center, Waterside Festival Marketplace, Nauticus and Chrysler Museum of Art.

## Early Bird Networking Social

New this year, there will be an Early Bird Networking Social on Tuesday night, November 28, for those who arrive early for the Pre-Conference Workshops and affiliate meetings. The social will be a cash bar and will allow an opportunity to network with others in a smaller setting.

## The Point of Perspective Series

This new feature has been introduced to provide you with stimulating and provocative discourse on the most current housing issues. This session will highlight the different perspectives between landowners and public housing authorities in a discussion on eminent domain. Please join us and take part in this moderated forum designed to engage you.

## Lodging

The beautiful Norfolk Marriott Waterside located in the heart of the historic district of downtown Norfolk will be home base for the 2006 Governor's Housing Conference. The hotel, just steps from the vibrant and revitalized waterfront, features first-class accommodations, excellent customer service and close



proximity to restaurants, shops and loads of attractions including holiday decorations. Rooms are available for conference participants at the special rate of \$62.00 per night plus city and state taxes.

Note: Rate subject to change as prevailing government rate will apply. To make reservations call (800) 874-0264 or (888) 840-3143 and be sure to ask for the Governor's Housing Conference room block. Reservation must be guaranteed with a deposit of one night's stay. This special rate will be available until October 28, 2006 or on a space available basis.

Rooms are also available at the Sheraton Norfolk Waterside Hotel located directly across the street from the host hotel for the same rate of \$62.00 per night plus city and state taxes. Note: Rates subject to change as prevailing government rate will apply. To reserve rooms at the Sheraton, please call (757) 622-6664 or (888) 627-8042 and ask for the Governor's Housing Conference Room block. Reservation must be guaranteed with a deposit of one night's stay. This special rate will be available until October 28, 2006 or on a space available basis.

## Exhibit Hall

The Exhibit Hall is the main attraction and the hub of the Conference. Participants are exposed to more than 50 different companies and organizations offering cutting-edge products and services for housing professionals. Also, this year our Exhibit Hall will highlight a special segment on Universal Design. Businesses and groups interested in becoming an exhibitor should contact Victoria Taugner at (804) 371-7063.

To present the issues, we welcome two prestigious and well-known Virginia legal advocates:

**Joseph T. Waldo,**  
a partner in the law firm of Waldo & Lyle

**Donald C. Schultz,**  
a partner at Crenshaw, Ware & Martin

## The Tax Credit Clinic

Are Low Income Housing Tax Credits still a mysterious struggle? Have an idea for applying New Market Tax Credits? Renovating Historic Property? If the answer is yes, then this open clinic is for you. If you are experiencing a hitch with an idea or a project that involves tax credit financing, then come and let our experts work with you one-on-one to overcome your obstacles. Bring your project summaries, ideas, and questions for this invaluable face-to-face technical assistance opportunity.



## The YIMBY Tour

This "YES In My Back Yard" Tour will show you the results of three incredible victories over NIMBY-ism. See and hear the strategies demonstrating how the first HUD financed regional Single Room Occupancy (SRO) (Gosnold Apartments), housing for ex-offenders (Harbor House), and green, accessible public housing (Oakdale Square) built partnerships and transformed their communities while providing quality, affordable housing.

## Housing Affiliates Meetings

Virginia Inter-Agency Council on Homelessness  
The Thomas Jefferson Planning District Council/ Transportation and Housing Alliance  
Virginia Center for Independent Living  
Habitat for Humanity  
Bank Lenders  
Virginia Manufacturer's Housing Board

## Pre-Conference Sessions

### Green Urbanism: Creating Sustainable Communities on All Levels

Imagine combining the best principles and practices of the latest in community design and green/sustainable building! This session will explore green building as well as sustainable design - examining the applicability of these principles to affordable housing and community development. Dan Slone, noted advocate and legal counsel for the U.S. Green Building Council and the Council on New Urbanism, will lead this enlightening workshop that will provide you with comprehensive strategies on integrating green principles into new development in your communities.

### Fair Housing is for Everyone

If you're in the business of renting and selling housing, it is crucial that you understand the scope of the Fair Housing Law and the consequences of its violation. This session is designed to give the housing provider a comprehensive overview of the Fair Housing Law. In addition to the "do's and don'ts" of the law, you will discover your rights and responsibilities as a housing provider and consumer. Learn about this important legislation while you earn your Fair Housing Certification!

### Telling Your Story: Using Data Effectively

If you've ever wondered how to actually use all of the data you collect to enhance your organization and advance its goals, then this is the workshop for you. This workshop will provide you with the tools necessary for identifying, gathering and presenting data relevant for obtaining funding, developing strategic plans, and even promoting your organization. Specialized materials will be provided to give you on going support and guidance as you seek to successfully share your organization's story with important stakeholders.

## The Money Trap: Confronting Predatory Financial Practices

Is the pressure to own a house pushing homeowners into financial crisis? Homeownership is a major goal for building equity and personal wealth; however, soaring costs are driving many homeowners to seek predatory financing to make ends meet. Fringe banking practices, such as payday and car title loans, as well as mortgage loans and foreclosure rescue schemes are stripping homeowners of their assets. This session will familiarize you with these activities and provide you with strategies for your organization to combat them in your community as well as provide you with the necessary tools to counsel the victims. This workshop is eligible for three Continuing Education Units (CEUs).

## The Nuts and Bolts of E-Grants

Frazzled by the "electronification" of HUD? In the past, Virginia organizations applying for HUD Continuum of Care funds have been allowed to submit their requests on "paper" applications. However, as of July 1, 2006, these providers of important services to the homeless were required to submit their applications for funding electronically. Whether you're a homeless service provider, or a part of any other group required to submit funding applications electronically, this workshop will walk you through the electronic application process and provide you with stress-free tactics to successfully cope with [www.grants.gov](http://www.grants.gov)!

## Meeting the Needs of Homeless Veterans

"Across America on any given evening, hundreds of veterans of the wars in Iraq and Afghanistan...are homeless, according to government estimates." (AP, July 4, 2006)

Sponsored by the Virginia Inter-Agency Council on Homelessness, this session will focus on the resources available to organizations seeking to meet the housing and service needs of homeless veterans. Information will be provided on the elements of a successful grant application to the Department of Veteran Affairs, which provides funding to connect veterans to service benefits and specialized employment opportunities and services.

## *"Green Design Studio" 2005*



# 2006 GOVERNOR'S HOUSING CONFERENCE

Registration Form \* Register by September 29 for the best rate

Print this form and send it in or  
click here to sign up online

☐ Mr. ☐ Ms. ☐ Mrs.

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization/Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## Accessibility and other special needs:

Please inform Conference planners of any special event needs that you may have in order to ensure your participation in the Conference. Check those that apply and the Conference Special Needs Coordinator will contact you to verify your request.

- ☐ Visually impaired
- ☐ Hearing impaired
- ☐ Mobility concerns
- ☐ Dietary concerns
- ☐ Other

## Pre Conference Workshops (\$50 fee) - check one

- ☐ Green Urbanism: Creating Sustainable Communities on All Levels
- ☐ Fair Housing is for Everyone
- ☐ Telling Your Story: Using Data Effectively
- ☐ The Money Trap: Confronting Predatory Financial Practices
- ☐ The Nuts and Bolts of E-Grants
- ☐ Meeting the Needs of Homeless Veterans

## Conference Fees - check one

- ☐ \$155 Early Bird Registration - postmarked by September 29
- ☐ \$185 Regular Registration - postmarked after September 29
- ☐ \$200 On Site Registration
- ☐ \$95 Companion Package

Registration Fee \_\_\_\_\_

Pre-Conference Fee \_\_\_\_\_

Companion Fee \_\_\_\_\_

Total \_\_\_\_\_

**SIGN UP TODAY!**

<http://www.dhcd.virginia.gov/>

**September 29**  
**\* early bird special**

## Return this form with your check or purchase order for the total registration amount to:

Governor's Housing Conference  
501 North Second Street  
Richmond, Virginia 23219

## To pay by credit card, complete the following information below and fax this form to (804) 786-7310.

Type of Card (check one) ☐ Mastercard ☐ Visa ☐ American Express

Cardholder's name \_\_\_\_\_

Card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Amount to be charged to card \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

**TO REGISTER ONLINE GO TO [WWW.DHCD.VIRGINIA.GOV](http://WWW.DHCD.VIRGINIA.GOV)**

### Cancellation Policy

Refunds are available, minus a \$40 handling fee, for written cancellations received prior to November 10. No refunds will be made after that date. Go to [www.dhcd.virginia.gov](http://www.dhcd.virginia.gov) for more information and updates or call (804) 371-7171 with questions.



# Governor's Housing Conference 2006

## Conference Partners

Virginia Department of Housing and  
Community Development  
Virginia Housing Development Authority  
U.S. Department of Agriculture –  
Rural Development  
U.S. Department of Housing and Urban Development  
– Richmond Field Office

## Current Conference Sponsors

### Platinum

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Bank of America  
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S.L. Nusbaum Realty Company  
Virginia Community Development Corporation  
Virginia LISC

### Bronze

AGM Financial Services  
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### Bronze, Nonprofit

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Virginia Center for Housing Research